



## THE TECHNOLOGY

The Encore red raspberry cultivar matures a high percentage of its fruit from late July to early August, which decreases the gap between the summer and fall harvest seasons. In addition to its unique fruiting period, Encore offers consistent large fruit size throughout the entire harvest season. Encore is highly productive with conically shaped fruit, well-balanced flavor, and excellent firmness. Encore has moderate tolerance to Phytophthora root rot and is able to withstand handling and packing. The Encore variety is adapted to u-pick, retail, and wholesale markets. Encore has potential to become a leading red raspberry cultivar in the East Coast and Great Lakes regions.

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Inventor	John Sanford
Licensees	Awald Farm Berries Unlimited, LLC Hartmann Plant Company Nourse Farms, Inc. Ontario Berry Growers Association Stargrow Nursery

## THE PRODUCT

### Encore Red Raspberry

With moderate winter hardiness and fruiting in late midseason, Encore berries are large, very coherent drupelets, with good raspberry flavor. Encore plants are vigorous, sturdy, upright, and nearly spineless. Encore is a good choice for extending the summer raspberry picking season.

